

EXHIBIT 2

Scenario 2 of 12	Option 1	Option 2	Elsewhere
Brand	Facebook/Instagram	Google/YouTube	
United States Audience Size	180 million accounts	210 million people	
Estimated Audience Size After Targeting	50,000 accounts	55,00 people	
Automatic Targeting	You choose	You choose	Other media or decrease budget
Creative Guidance	Yes	No	
Expected Cost Per Click (CPC)	2.5	6.5	
Expected Cost Per Thousand Impressions (CPM)	12	16	
How would you allocate your budget for your next campaign?	??? %	??? %	??? %
Percent of Budget Left to Allocate: ??? %			